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Marketing in Europe

THE ECONOMIST INTELLIGENCE UNIT (EUROPE) SA

INDEX TO NUMBERS

1-128

JULY 1973

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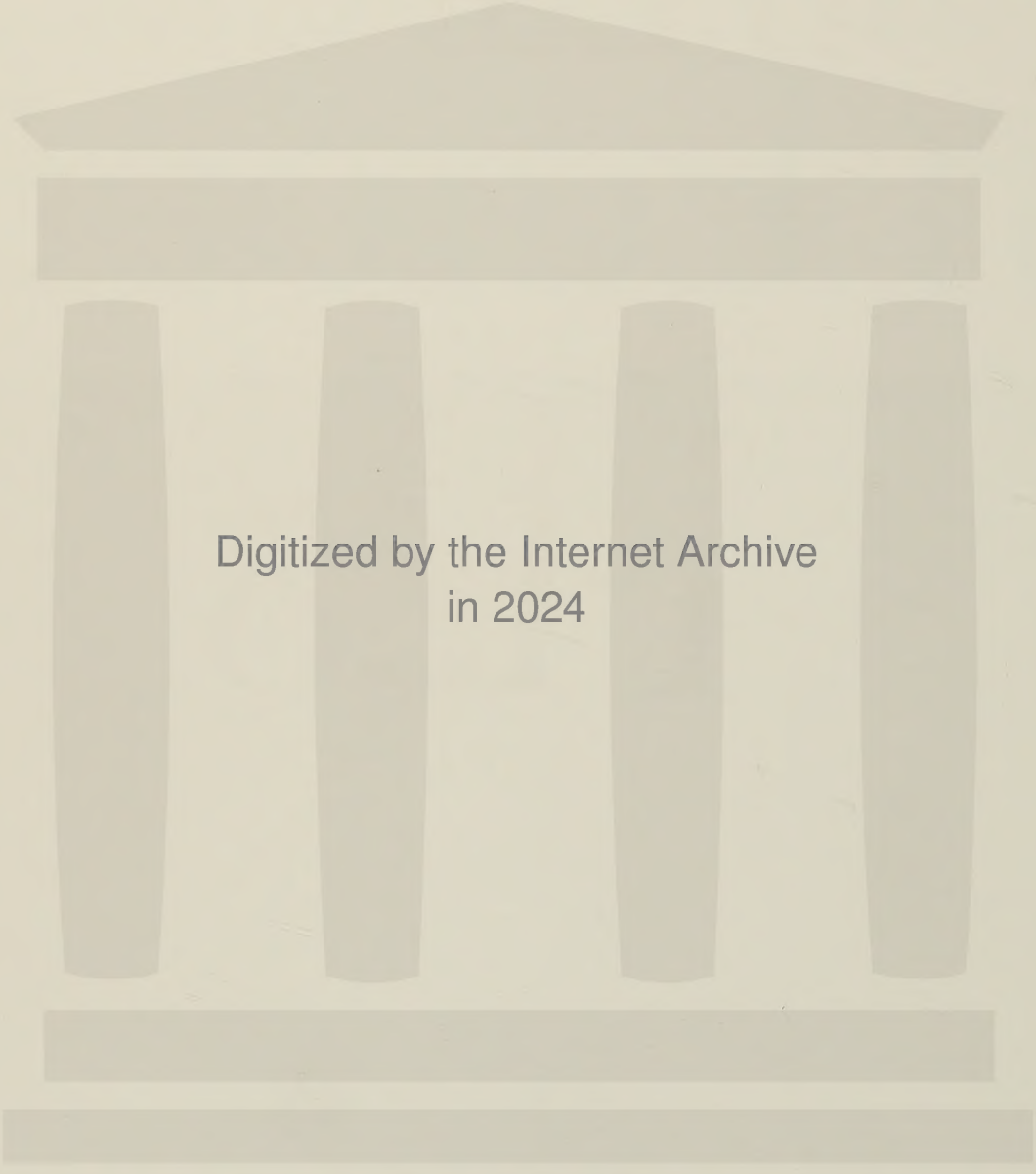

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JULY 1973

Marketing in Europe

Marketing in Europe is a monthly publication providing detailed, independent studies of markets for specific consumer products in Europe. The emphasis is on EEC countries, although other Continental markets are also covered.

FORMAT

A year's subscription comprises three Groups of four issues each, plus an Annual Supplement on marketing techniques, distribution or promotion. Each Group covers a carefully defined product field and can be subscribed to separately on a quarterly basis by those who do not require all twelve issues. Group subscribers also receive the Annual Supplement.

The three product Groups are:

1. FOOD, DRINK, TOBACCO
2. CLOTHING, FURNITURE, LEISURE GOODS
3. CHEMIST GOODS, HOUSEHOLD GOODS, DOMESTIC APPLIANCES

Regardless of the Group of products covered, there is complete uniformity in the layout of contents of each issue.

CONTENTS

Marketing Review. A summary of recent events throughout Europe in the fields of marketing, company news, retailing and distribution.

Trade Reviews. Broad product sectors in individual EEC countries are reviewed each month: basic market data is brought up to date and the latest trends highlighted. A total of 30 Trade Reviews are published systematically per year.

Special Reports. Each issue contains three Special Reports, analysing the current structure and characteristics of particular consumer markets, and assessing future trends. Information is provided under the following main headings:

Market Size in Volume and Value

Production and Foreign Trade

Manufacturers and Brand Shares

Distribution

Prices and Margins

Advertising and Promotion

Ownership Levels

Consumption Patterns

Prospects

Trade Reviews for any given month always cover the same product sectors and countries, as shown below. Special Report topics are selected from within the product group of the issue concerned.

Month	Countries	Trade Reviews	Product Group
January	G I	Dairy Products, Meat, Fresh Fruit and Vegetables	Food, Drink, Tobacco
February	B F N	Furniture and Furnishings	Clothing, Furniture, Leisure Goods
March	G I	Chemists Goods, Pharmaceuticals, Soap and Cleaning Products	Chemists Goods, Household Goods, Domestic Appliances
April	B F N	Prepared Foods, Bread and Confectionery	Food, Drink Tobacco
May	G I	Clothing and Footwear	Clothing, Furniture Leisure Goods
June	B F N	Domestic Appliances	Chemists Goods, Household Goods, Domestic Appliances
July	G I	Prepared Foods, Bread and Confectionery	Food, Drink Tobacco
August	B F N	Clothing and Footwear	Clothing, Furniture, Leisure Goods
September	G I	Domestic Appliances	Chemists Goods, Household Goods, Domestic Appliances
October	B F N	Dairy Products, Meat, Fresh Fruit and Vegetables	Food, Drink, Tobacco
November	G I	Furniture and Furnishings	Clothing, Furniture, Leisure Goods
December	B F N	Chemists Goods, Pharmaceuticals, Soap and Cleaning Products	Chemists Goods, Household Goods, Domestic Appliances

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The Index is divided into two sections:

- ALPHABETICAL INDEX - A list of all Special Reports
- COUNTRY INDEX - Special Reports grouped under country headings

Issues out of stock: 1, 2, 5-14, 20, 27-52, 68, 69, 74, 77, 79, 91, 92, 95, 96, 101, 104, 110, 111, 116

Photocopies of articles in these issues can be supplied on request.

KEY TO COUNTRIES

B	Belgium	D	Denmark
F	France	Fin	Finland
N	Netherlands	Nor	Norway
G	Germany (Federal Republic)	Spn	Spain
I	Italy	Swe	Sweden
A	Austria	Swi	Switzerland

EEC All EEC countries together

EFTA All EFTA countries together

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			Door-to-Door Selling
			Marketing Case History
			Stock Control
			Marketing Courses for Management
S70	Annual Supplement 1970	-	Comparative Prices of Branded Consumer Goods in the EEC
			Exporting Consumer Goods to Eastern Europe - Selling or Marketing?
			Franchising
			Garden Centres in the European Community
S71	Annual Supplement 1971	-	A Guide to Retail Distribution in the EEC
S72	Annual Supplement 1972	-	Advertising in Germany
			Advertising in Italy
			Cash and Carry in France
			Employment Conditions in the EEC

KEY TO ISSUE NUMBERS

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1	November	1962	44	June	1966	87	February	1970
2	December	1962	45	July	1966	88	March	1970
3	January	1963	46	August	1966	89	April	1970
4	February	1963	47	September	1966	90	May	1970
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